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**Famous Famiglia Opens Thirtieth Pizzeria in New York!**

**WHITE PLAINS, New York** (March 12, 2009) – Global pizza brand, Famous Famiglia, announces its latest opening in Harlem on Lexington Avenue at the corner of historic 125<sup>th</sup> Street. This opening marks the thirtieth Famous Famiglia location in New York!

The Kolaj brothers opened their first Famous Famiglia pizzeria in August of 1986 in the Upper West Side of Manhattan. For the next fifteen years, they were able to develop a strong local brand before entering into new markets such as airports, malls, universities, and travel plazas. Now, twenty-three years later, they are continuing to grow not only internationally, but in the city that started their success.

Harlem's 125<sup>th</sup> Street, alternatively known as Martin Luther King, Jr. Boulevard, boasts a unique historical character and many growth opportunities for business. It offers a multitude of cultural and commercial resources, which have historic importance for the Harlem community. It is also well-served by local and regional public transportation.

About Famous Famiglia

Famous Famiglia is a successful New York City based pizza company founded in 1986, by the Kolaj family. Today, the company has successfully expanded its concepts across the world; targeting captive markets such as airports, motorways, universities, shopping centers, casinos, stadiums, theme parks, and more. Famous Famiglia is "The Official Pizza of The New York Yankees", "The Official Pizza of Madison Square Garden", "The Official Pizza of The Palms Casino and Hotel", and "The Official Pizza of Hershey Park". For more information on Famous Famiglia, please visit our website at [www.famousfamiglia.com](http://www.famousfamiglia.com).

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